

WHAT IS CLAIMED IS:

1. A method for managing marketing comprising:

creating a plurality of contact relationship categories;

assigning a value to each contact relationship category; and

determining a value of each actual contact relationship based on the assigned value of the contact relationship category.
2. A method in accordance with Claim 1 further comprising investing in customer relationships based on the determined value of each contact relationship.
3. A method in accordance with Claim 1 further comprising modeling strategies in advance of investment by running reports based on status quo, best case scenario, and worst case scenario.
4. A method in accordance with Claim 1 further comprising selecting a contact relationship strategy based on the perceived value of the relationship.
5. A method in accordance with Claim 1 further comprising:

tracking the results of the relationship evolution;

analyzing the results; and

developing leading indicator metrics based on the analysis.
6. A method in accordance with Claim 5 further comprising:

documenting benefits and leading indicator metrics to evaluate an impact of a new marketing strategy; and

modifying the new marketing strategy to reduce risks and increase profits.

7. A method in accordance with Claim 1 wherein the contact relationship categories include at least one of a contact evolution level and a relative interaction value.

8. A method for quantifying a marketing strategy and relationship evolution performance, said method comprising:

establishing an analytical framework to analyze values assigned to contact relationship interactions; and

comparing past performance of assigned values with assumptions about anticipated future performance of assigned values and actual future performance of assigned values.

9. A method in accordance with Claim 7 further comprising obtaining information to generate assumptions regarding status quo, best case scenario, and worst case scenario.

10. A method in accordance with Claim 7 further comprising:

obtaining actual contact relationship data from a tracking system;

determining leading indicator metrics based on the obtained data; and

determining adjustments to be made to assigned contact relationship interaction values based on the leading indicator metrics.

11. A method for implementing a strategic business process to organize a Front Office using a network-based system including a server system coupled to a database and at least one client system, said method comprising the steps of:

configuring the database to build profiles, track results; and establish leading indicator metrics baselines;

collecting relevant data for the front office at a client site against a unique identifier for easy retrieval and update;

storing the data in the centralized database and cross-referencing against the unique identifier;

retrieving the data from the centralized database in response to an inquiry; and

generating reports to facilitate the front office management to improve business productivity, reduce risks and maximize profits.

12. A method according to Claim 11 wherein configuring the relationship further comprises the steps of:

defining what constitutes movement from a first contact level to another contact level;

planning tactics that encourage the movement from the first contact level to another contact level;

anticipating interactions; and

creating reports

13. A method according to Claim 11 further comprising establishing a strategic brand readiness factor baseline.

14. A method according to Claim 13 wherein establishing a strategic brand readiness factor baseline further comprises:

assigning a score to a present condition of the business after analyzing pre-defined categories; and

computing a strategic brand readiness factor.

15. A method for providing information to a client regarding the current condition of the client's business by scoring the business's relative market position, said method comprising the steps of:

selecting a business category;

selecting a choice of description for the selected category that appropriately describes the business; and

generating a Strategic Brand Readiness Factor to reflect the current condition of the business after analyzing selected choices of the description.

16. A computer to facilitate an online strategic management consulting, said computer coupled to a database and programmed to:

receive contact information into a database;

store the contact information into various sub-sections of the database to create a contact profile and cross-reference the contact profile against a unique identifier for easy retrieval and update;

manage interactions with contact by recording every transaction conducted with the contact;

assign a value to each interaction based on pre-determined values stored in the database; and

generate reports that help management improve upon a marketing strategy to reduce risk and maximize profits.

17. The computer according to Claim 16 further programmed to provide a detailed history of past interactions, current interactions, and planned interactions.

18. A network-based system for managing and tracking online interactions to facilitate strategic marketing for a business, said system comprising:

a client sub-system comprising a browser;

a storage device for storing information; and

a server sub-system configured to be coupled to said client sub-system and said database, said server sub-system further configured to:

set up the relationship in the database to build profiles, track results and generate reports;

establish a strategic brand readiness factor baseline to determine the current condition of the business;

collect relevant data for the front office of the business;

store the data in the storage device;

retrieve the data from the storage device in response to an inquiry; and

generate reports to facilitate the front office management to improve business productivity, reduce risks and increase profits.

19. A computer program embodied on a computer readable medium to provide a framework for a business to increase profits and reduce risks by placing a value on customer relationships and testing business strategies in advance of investment, comprising:

a code segment that sets up user profiles of customers and businesses;

a code segment that maintains a database by adding, deleting and updating information;

a code segment that generates a status quo Strategic Brand Readiness report for the business;

a code segment that tracks interaction details and assigns a value to various interactions based on pre-stored values; and

a code segment that generates management reports to compare the improved performance of the business against status quo performance.

20. A method of managing marketing comprising:

configuring a relationship tracking system to track contact relationships;

quantifying contact interactions with an interaction system; and

quantifying overall front office strategy and relationship performance.

21. A method in accordance with Claim 20 wherein quantifying contact interactions comprises:

developing relative interaction numbers; and

using the relative interaction numbers for comparison of disparate tactics.

22. A method in accordance with Claim 20 wherein quantifying contact interactions comprises creating a tabular, standardized format for the contact interaction quantification information.

23. A method in accordance with Claim 20 further comprising scoring a businesses relative market position.

24. A method in accordance with Claim 20 further comprising establishing standard formats for database queries to segment and aggregate data for use in contact relationship quantification.

25. A method in accordance with Claim 20 wherein quantifying overall front office strategy and relationship performance comprises creating patterns of typical contact valuation movements.

26. A method in accordance with Claim 20 wherein quantifying overall front office strategy and relationship performance comprises correlating contact valuation movement with awareness and satisfaction research.

27. A method in accordance with Claim 20 wherein quantifying overall front office strategy and relationship performance comprises showing cause and effect based on major events or milestones ins the customer life cycle.